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Attracting Talent & Retaining Employees

In response to the call for help in finding and keeping good employees, a panel of Human Resource specialists from the Society for Human Resource Management (SHRM), HunterMaclean, and the Bradley Dixie Companies took to the stage at HMA's 2017 National Conference and Expo and broached the daunting topic, "**Trends in Talent Management and Leadership Development** - Attracting Talent and Retaining Employees." Here's a recap of their presentation.

The fight for talent is a constant battle ...

And according to the experts, finding and keeping good employees is a global issue. From New York to California, from Canada to Japan, "employee turnover is affecting every organization, in every industry," and is an issue that is impacting small, large and multinational companies. And there is NO quick fix, because each organization is different. What to do?

Find out why your employees are leaving and determine which areas within the whole of your organization - Job design and Work, Career Opportunities, Rewards, Employee Relationships, and Employer Characteristics - could be managed differently to keep and attract the talent that you need.

From the Panelists

- **Blanche Eden-Gnann** - Corporate Director of Human Resources and Safety for Bradley/Dixie Companies - discussed reasons for employee turnover at DIXIEPLY, and addressed the importance of competitive wages, promoting from within, training programs, and a more 'personal' approach in employee management.
- **Cheri Sale** - current President for the Savannah Area Chapter of the Society for Human Resource Management - discussed the ultra-important group known as the Millennials; their confidence, desire for responsibility, engagement and collaboration, and the role we all need to play in mentoring these bright and energetic people.
- **Wade Herring, Esq.** - HunterMaclean partner - discussed how companies 'typically' approach the hiring process and the why and how regarding employment contracts and agreements. From his lips to our ears - companies experiencing good employee retention have most likely established a clear employer-employee value proposition. Commit to them, and they will commit to you.

If there's a Bottom Line, it's this ...

Today's employees leave jobs because of interpersonal conflict between Supervisor and Employee **and** 'No Confidence' in the leadership of the organization. Finding ways to better manage those issues, plus taking action to make employees feel appreciated will increase employee commitment and loyalty.

HMA sends special thanks to **Rushe Hudzinski**, Director of SHRM - Georgia and Savannah Technical College faculty member, for her efforts in coordinating and moderating the panel, and to all who participated in the **Leadership Development** round table discussion at the Industry Confab.